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THE ART OF ADVERTISING

The good advertising writer never forgets that he is producing copy for a newspaper. The public reads a newspaper for the news. It is not looking primarily for general descriptions of the beauties of a town, or a general account of its every day occupations and interests. It wants to know what happened yesterday or last week. Any account of an event that has just taken place wins a great many more readers than a general description of an institution or the features of the town.

Similarly, so far as possible an advertisement should be a news account of the most important things that have just happened in that store. The merchant should give an account of the lot of goods that he has just bought and placed on his shelves. Every bout that a merchant has with salesmen and wholesalers is an event which he can handle in a new way if he will. If he has a good bargain he can tell the public about it and tell just why he thinks it is a good bargain. If he can't find any reasons for his belief, the chances are that he hasn't got a bargain that the public will be interested in.

Or if he is reducing prices on a lot of goods in order to clear them out and get his capital into cash he should emphasize and explain this development in his business life as a news feature. In such ways he will conform and appeal to the intense public desire to know what is going on now, what has happened the day before.

There are always interesting events in the life of a business to write about. He should take the public into his confidence and tell them about it, make some consequence of it. Every reduction in price is news. These developments in every day retail trade are read in the homes quite as much as the dispatches from the European war.

THE VACATION HABIT

In a previous generation, vacations were the rare exception. Ministers and teachers got them. Business men didn't usually care to quit. If they withdrew their noses from their ledgers, they might lose \$1.50. That would be terrible. As for working people getting any outing that was unheard of.

Factories probably worked in a more unremitting way then. Orders were given for large lots a long time ahead. Most shops were busy in summer making goods for the next winter. Today more orders are given for quick deliveries. Factories run at high pressure, then times are full. Many working men may not get any formal and regular vacation, but there are times when the shop is shut down when they get all the leading they care for.

A farmer's wife some years ago who took a ten dollar bill and went over into the next state to visit a relative was declared by her neighbors to have committed an act of folly. Farmers worked from dawn to dusk in summer and during the winter they hibernated.

Today the farm people do a great deal of traveling. Not in summer, as they have too large interests at stake. But read the rural correspondence of any country paper during other parts of the year. Notice what a lot of going and coming there is. Farmers and their families may not go much to costly hotels. They may be able to afford it as well as many of the people that do. They don't care for bridge and tangoing and afternoon tea and piazza gossip. If they want time off they visit relatives and friends, look over other sections of the country, and see how other farmers are doing it. Their time off perhaps pays them better returns in money than any week in the year.

So the American people have their

going shoes on. In the case of people of wealth, it gets to the point of mere restlessness. With most others, there is no more travel than is needed for diversion and for an intelligent conception of other parts of the country.

HARD LABOR OF FARMING

As one travels about the country districts in harvest time, he gets the impression that agriculture is hard and exhausting work. He looks at the perspiring workers in the corn field, and thanks goodness that he is growing soft and lazy in some indoor job. He pities the tolls of a farmer, reputed to rise at 4 or 5 o'clock and work until dark and condemned to tasks that involve much physical effort.

Theoretically the modern farmer may be supposed to put the more laborious tasks on hired help. But help is scarce, and to save crops in times of exigency he must frequently take hold and work with his own hands. Only thus can he spur on lagging employees.

In our modern culture we have all become too afraid of hard work. Many a man is wearing his life out in the bad air of an office, who would greatly benefit his health by going in to farming. Also he would make an addition to the depleted food supply of the country.

But digging in the dirt, pitching hay, hoeing corn would make his back ache. He has probably tried it some summer in a back yard garden. He found himself exhausted by an hour's work with the spade. A great many boys also are physically indolent. No matter how hard they may play ball, any active muscular exertion at regular tasks seems intolerable. No doubt this is one of the great reasons why boys used to rush to the big cities.

The fact that anyone is physically wearied by brief muscular activity does not prove that he could not do active work. It takes some time to develop muscle. But any person with a sound constitution ought to be able in a year or two to perform the farmer's ordinary tasks with energy and buoyant feeling. The hours of labor may be long in summer. But the rush of overwork is no greater than in other professions. And there are several months in which a farmer has larger control over his own time than any one else.

SUMMER HOMES

One of the big features of the modern vacation season is the great number of people who own or rent little shacks in the country, mountains, or on the seashore. Little wildwood lakes that never used to hear anything more exciting than bird calls or the whistle of the farmer's boy, now resound with the laughter of gaily dressed young people. Families that have ample homes in cities will inhabit little shanties with scarce the space contained in a couple of rooms at home.

The beauty of summer bungalow life is its homelike feeling. At a summer hotel, no matter how charming the company, one has the feeling of always being under inspection. It is a perpetual dress parade. The gossip has nothing to do but to watch their fellow sojourners. You must be scrupulously dressed every minute, or acquire a reputation for under breeding. Many people enjoy that kind of thing. It is the game of life for them, and they like the competition in good manners and style.

With others a summer vacation means general relaxation. Half the pleasure of the thing is wearing everyday clothes. There is a sense of relief in not having to do the society act.

Summer hotel life is particularly irksome to the children. To a live boy, whose ideal is the American Indian, the sojourn at a place where he must go through a perpetual grind of washing, combing, shoe blacking, dressing up in clean clothes, is torture indeed. When in addition to that he must answer questions, tell his name and his age and how far along he is in school, the thing is unendurable to juvenile flesh.

A family vacation ought to be general rough and tumble for the youngsters. The dirtier they are, the happier, and commonly the better off physically. Many families break with favorite hotel resorts at about the time when their children get active, and demand a free and untrammelled life in some little family home of their own.

The Kaiser failed to state in his latest note whether or not he will permit surf bathing on this side of the Atlantic.—New York Evening Sun.

The question we have put up to Germany, we take it, is whether to run her war on the European or the American plan.—Columbia State.

Keep the fly swatter busy.

LARGEST MILITARY MONOPLANE IN WORLD MADE IN THE UNITED STATES



1. GIANT MILITARY MONOPLANE. 2. JOHN EYRE SLOANE. 3. J. ROBINSON HALL.

Photos by American Press Association.

In the accompanying illustration is shown a type of the largest military monoplane ever built. It was erected at Garden City, N. Y. Its designer is John Eyre Sloane, a son-in-law of Thomas A. Edison. J. Robinson Hall, shown in the illustration, in aviation regalia, is director general of aviation. The monoplane pictured here is of 200 horse power and is capable of a speed of 100 miles per hour. It can carry fifty incendiary bombs, and the equipment comprises machine guns and bomb droppers. The crew consists of three men.

Six Men Held For Eastland Disaster

Coroner's Jury in Chicago Accuses Officers and Managers of Capsized Vessel and Two Government Inspectors on a Charge of Manslaughter

Chicago, July 28.—A coroner's jury tonight returned a verdict placing the blame for the loss of hundreds of lives by the capsizing of the steamer Eastland in the Chicago river on Saturday on these six men:

William H. Hull, general manager of the Chicago St. Joseph Steamship company, owner of the Eastland; Capt. Harry Pederson of the Eastland; J. M. Erickson, engineer; Robert Reid, federal inspector of steamships who gave the Eastland license to carry 2500 passengers July 2; J. C. Eckliff, federal inspector of steamships; W. K. Greenebaum, general manager of the Indiana Transportation company, lessee, of the Eastland.

The jury recommended that these men be held to a grand jury for indictment on charges of manslaughter.

Advises Further Investigation. It recommends further investigation by the coroner and other officers to determine whether the men named and others may be guilty of negligence or of contributing in any way to the cause of the disaster.

The six jurors selected by Coroner Peter Hoffman to hold the inquest on the victims of the Eastland catastrophe were:

Dr. W. A. Evans, formerly health commissioner.
Colonel Henry A. Allen, consulting engineer.

Harry Moir, hotel proprietor.
J. S. Keough, coffee merchant.
Eugene Bledfeld, hotel manager.
W. F. Bode, wholesale grocer.

Passengers Free From Blame

After starting with the recommendation that the men named "be held to the grand jury on the charge of manslaughter and for such other offenses as the facts may warrant" the verdict continues:

"Nothing in the testimony offered before this jury indicated that the passengers were guilty of any unusual act that contributed to the disaster, and we are of the opinion that no act of the passengers was responsible for the disaster.

"In the absence of evidence of undue acts on the part of the passengers or violent physical causes, such as explosions, fire or collisions, the fact that this vessel overturned is proof either that it was improperly constructed for the service employed or that it was improperly loaded, operated, maintained, or that all of these causes operated to bring about the serious result.

Boat Improperly Built
"It is our judgment that the steam-

boat Eastland was both improperly constructed and improperly loaded, operated and maintained, and that the parties named are responsible.

"We recommend to the state's attorney and the grand jury that an investigation be made of the corporation or individuals responsible for the management of this boat with a view to discovering if other members of the corporation or other individuals were responsible for acts contributing to this disaster.

"We further recommend that the state's attorney and the grand jury investigate carefully the circumstances of the construction of this boat to ascertain if there can be found legal methods by which those responsible for its defects in construction can be held accountable.

"We further recommend that the state's attorney investigate the details of purchase and sale of the different common carriers which have owned the Eastland with a view to determining if possible whether knowledge of the instability of this boat and the hazards attendant there on have been known to the sellers and have not been disclosed to the purchasers of this boat have discharged their duties as common carriers in investigating the stability and freedom from the hazards of the Eastland."

Criticizes Federal Service

"It is our opinion that the federal government's system of permitting the construction of vessels for use by common carriers is unscientific and a menace to public safety. There is not now nor has there ever been an inspection service maintained by the federal government for the purpose of determining the stability of boats offered for passenger service. It is the judgment of this jury that the present method of determining the passenger carrying capacity is not founded on any proper basis.

"In recommending that Inspectors Reid and Eckliff be held to the grand jury, we recognized the possibility that the courts of Illinois might not have jurisdiction over them. Should the courts of Illinois not have jurisdiction, we recommend to the department of justice of the United States that it undertake to mete out justice to these parties."

Calls Secretary Redfield

Before the finding was reached the coroner's jury called in Secretary of Commerce Redfield, Inspector General Uhler of the steamboat inspection service and A. L. Thurman, special solicitor for the department of commerce at Washington, for a private conference.

Inquire Concerning Inspection. Secretary Redfield said that Coroner Peter Hoffman and jurors had asked him and Mr. Thurman and Mr. Uhler regarding the usual procedure in the inspection of lake steamers and of the duties of the federal officers connected with the granting of licenses to the Eastland to carry passengers.

"It was suggested and considered whether there should not be some law regulating the inspection of steam-

boats, as to stability," said Mr. Thurman. "It was pointed out to the jurors that no laws have yet been passed providing for that, and that there is no appropriation at hand to furnish a force to make such an inspection."

Hoynes Changes His Program

After it had been announced by State's Attorney Maclay Hoynes during the day that the county grand jury would return indictments against those thought to be to blame for the capsizing of the Eastland and again announced by him tonight that the action had been postponed until tomorrow, the state attorney later said he had been advised that he would not have sufficient jurisdiction to prosecute, except for manslaughter and that probably the jury did not have sufficient evidence to warrant them in returning such true bills. He said he would turn over what evidence he had to United States District Attorney Clyne who will start placing witnesses before a federal grand jury in a few days.

Investigation by a federal grand jury and by the steamboat inspection service will start tomorrow.

Secretary Redfield tonight reiterated that nothing as yet had been found to reflect on the federal inspection of steamships. He and Mr. Uhler said that there was no provision under which the government should pass on whether the design of a ship provided for a seaworthy vessel.

Funerals of some 200 victims of the Eastland catastrophe were held today, while the whole city was in mourning under an official proclamation by Mayor William Hale Thompson, who returned from San Francisco and took charge of the relief work.

With forty motor boats abreast, reaching across the river, which is 300 feet wide where the Eastland sank, a small army of divers today followed the grapples hooked dragged by the boats in a final effort to find more bodies. A whole day's search however, disclosed only two corpses to add to the 823 victims previously recovered.

Doing hard work in a bent or stooping position puts a stitch in the back that is painful. If the muscles have become strained, you can't get rid of it without help. The great penetrating power of BALLARD'S SNOW LINIMENT will appeal to you most strongly at such times, because it is the very thing you need. Price 25c, 50c and \$1.00 per bottle. Sold by Riter Bros. Drug Co.

BECKER'S FATE IS UP TO JUSTICE

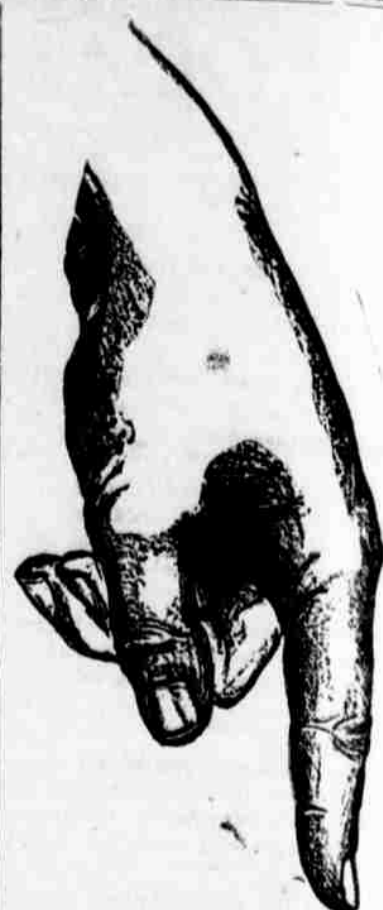
New York, July 27.—Whether Charles Becker, the former police lieutenant, twice convicted of instigating the murder of Herman Rosenthal, will die in the electric chair at Sing Sing prison Friday morning or will be given an additional respite, appeared tonight to rest with Supreme Court Justice Ford, whose decision is expected late tomorrow or Thursday morning.

It was reported tonight that Becker in his cell at Sing Sing, is preparing another statement, protesting his innocence. The statement it was said, was designed to be given out if the execution takes place.

When you feel lazy, out of sorts and yawn a good deal in the daytime you can charge it to a torpid liver which has allowed the system to get full of impurities. HERBINE cures all disorders produced by an inactive liver. It strengthens that organ, cleanses the bowels and puts the system in good healthy condition. Price 50c. Sold by Riter Bros. Drug Co.

FOLLOWED AN EXAMPLE

A 6 year old Columbus boy was eating peanuts. He ate them in the usual manner for a time, and then poked one up his nose. Not getting the desired result in that fashion, he



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THE REXALL STORE

went crying to his mother. She tried to remove the peanut and after failing in the attempt, called a physician. After the peanut was removed, the physician was gone and things settled down to some extent, the mother began to demand an explanation.

"Why in the world did you want to poke a peanut up your nose, anyhow?" she asked.

"Well," replied the boy, in self defense, "that's the way elephants eat them."—Indianapolis News.

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